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	Applicant Y. Yuan	
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U.S. PATENT DOCUMENTS

*Exam. Init.	Document No.	Date	Name	Class	Subclass	Filing Date if Appro.

FOREIGN PATENT DOCUMENTS

Document No.	Date	Country	Class	Subclass	Translation Yes No

OTHER DOCUMENTS (including Author, Title, Date, Pertinent Pages, Etc.)

		Jenkins et al., "Time Series Analysis: Forecasting and Control", San Francisco, Holden-Day, Inc. (1976).	<i>no copy</i>
		W.H. Greene, "Econometric Analysis", Prentice-Hall, Inc., 1997.	<i>no copy</i>
<i>NSK</i>		Helmer et al., "An Explosion of the Box-Jenkins Transfer Function Analysis With an Application to the Advertising-Sales Relationship", Journal of Marketing Research, 227-239 (1977).	
<i>NSK</i>		Basara et al., "The Impact of a Direct-to-Consumer Prescription Medication Advertising Campaign on New Prescription Volume", Drug Information Journal, Vol. 30, 715-729 (1996).	

NY02:343009.1 Examiner

Date Considered

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